

In the Claims:

1. (Currently Amended) A method of processing bids over a network for an item to be sold, using a time based factor and an automated bidding utility, the method comprising,

setting a first threshold bid price level at which to offer the item at a first time,

setting a second threshold bid price level at which to offer the item at a second time subsequent to said first time,

defining a bid time function that assigns bid price levels to intermediate times between said first time and said second time, the bid time function being a continuous function,

defining an automated bidding utility, said automated bidding utility ~~to enable~~ enabling users bidders to define input one of said bid price levels or said intermediate times,

wherein said automated bidding utility ~~configured to calculate~~ the other of said ~~bidding bid price~~ levels or intermediate ~~timetimes~~ according to said bid time bid function and as output outputs data said other of said bid price level or intermediate time to a respective bidder,

receiving one or more bids over said network from said automated bidding utility,

upon receipt of a bid comprising a bid price, calculating or obtaining from said automated bidding utility a bid time for said bid as a time to which said bid price has been assigned by said bid time function, and

accepting bids received in an order of respective calculated or obtained bid times.

2. (Previously Presented) A method according to claim 1, wherein said first threshold bid price level is higher than said second threshold bid price level and a first bid to be accepted from a plurality of bids to be received is a bid having an earliest calculated bid time.

3. (Previously Presented) A method according to claim 1 wherein said first threshold bid price level is higher than said second threshold bid price level and comprising the step of accepting any bid from a plurality of received bids, which has an earliest calculated bid time in the past and then accepting received bids as a respective calculated bid time is reached.

4. (Original) A method according to claim 1, wherein said calculated bid time is a linear function of the passage of time between said first time and said second time.

5. (Previously Presented) A method according to claim 1, wherein said bid time function is a linear function of the interval between said first threshold bid level and said second threshold bid level.

6. (Previously Presented) A method according to claim 1, wherein said bid time function is a linear function of the passage of time between said first time and said second time, and of the interval between said first threshold bid level and said second threshold bid level, such that any bid within said threshold bid levels is mappable onto a calculated bid time.

7. (Previously Presented) A method according to claim 1, wherein said second bid price level is allowed to vary during bidding as a function of a total quantity of accepted bids.

8. (Original) A method according to claim 7, comprising the step of defining a plurality of quantity price threshold levels, and using said levels to contribute to a determination of said final bid price.

9. (Original) A method according to claim 1, comprising the further step of using data of existing bids to calculate a probability of acceptance of a new bid at a given price level.

10. (Currently Amended) A method according to claim 1, wherein a user bidder is given a personal discount dependant on a quantity bid for by said ~~user~~ bidder.

11. (Original) A method according to claim 1, wherein a plurality of quantity/price levels are set, wherein for each quantity price level it is ascertained whether a total quantity ordered of all bids down to and including said price level equals the corresponding quantity level, and if so a bid acceptance price is set at the lowest of said price/quantity levels.

12. (Currently Amended) A method according to claim 11, wherein a ~~user~~ bidder is additionally given a personal discount dependant on a quantity bid for by said ~~user~~ bidder.

13. (Currently Amended) A method of processing bids over a network for an item to be sold, using a cumulative quantity based factor, the method comprising,

setting a first bid price level at which to offer the item at an initial quantity range,

setting at least a second lower bid price level at which to offer the item at a second quantity range greater than said first quantity,

setting a function defining decreasing intermediate bid price levels for quantities-quantity ranges between said first quantity range and said second quantity range-, where each lower intermediate bid price level corresponds to a greater cumulative quantity range.

receiving one or more bids at any of said bid price levels over said network,

upon receipt of bid auction closing:

calculating a cumulative quantity of items bid for at a totality of
said price levels by a totality of bidders, and

determining said bid price level corresponding to said
calculated cumulative quantity as defined by said function, and

offering said items at ~~an intermediate~~ said determined ~~bid~~
price bid level to said totality of bidders.

14. (Previously Presented) A method according to claim 10, comprising the further step of using data of existing bids to calculate during the auction process the probability of acceptance of a new bid at a given price level.

15. (Previously Presented) A method according to claim 1, wherein there is further provided a tool for providing an on-line indication of the probability of acceptance of a bid at a given price level for a plurality of items offered over a predetermined time period,

said tool comprising a data storage unit,

said data storage unit operable to store data of existing bids and corresponding price levels,

said tool further comprising a calculator for calculating a probability of acceptance of said bid at a given price level based on said existing bids, said corresponding price levels and said function.

16. (Original) A tool according to claim 15, wherein said calculator is further operable to calculate a bid level having a 50% chance of being accepted.

17. (Previously Presented) A method according to claim 13, wherein there is further provided a tool for providing an on-line indication of the probability of acceptance of a bid at a given price level for a plurality of items offered over a predetermined time period,

said tool comprising a data storage unit,

said data storage unit operable to store data of existing bids and corresponding price levels,

said tool further comprising a calculator for calculating a probability of acceptance of said bid at a given price level based on said existing bids, said corresponding price levels and said function.

18. (Previously Presented) A tool according to claim 17, wherein said calculator is further operable to calculate a bid price level having a 50% chance of being accepted.

19. (Withdrawn).

20. (Canceled).